

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Mundy Katowitz Media
1322 G Street SE
Washington, DC 20003

Contract / Revision 561764 /		Alt Order # 07890797
Product PRIORITIES USA		
Contract Dates 08/14/12 - 08/20/12		Estimate # 321/340/1520
Advertiser Priorities USA Action		Original Date / Revision 08/13/12 / 08/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8356	Advertiser Code 321	Product Code 340
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
E 1	3	08/14/12	08/19/12	NewsChannel 3 News	5-6am		1:00			NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$480.00			
E 2	3	08/14/12	08/19/12	Newschannel 3 News	6-7am		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$730.00			
E 3	3	08/14/12	08/19/12	CBS This Morning	7-9a		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$560.00			
D 4	3	08/14/12	08/19/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 5	3	08/16/12	08/16/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
E 6	3	08/20/12	08/20/12	Newschannel 3 News	12n-1230pm		1:00			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$830.00			
E 7	3	08/17/12	08/17/12	CBS Daytime	1228-3pm		1:00			NM	1	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,110.00			
E 8	3	08/16/12	08/16/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$560.00			
E 9	3	08/14/12	08/19/12	Newschannel 3 News	5-530pm		1:00			NM	1	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$930.00			
D 10	3	08/14/12	08/19/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
E 11	3	08/20/12	08/20/12	Newschannel 3 News	530-6pm		1:00			NM	1	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$870.00			
E 12	3	08/16/12	08/16/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,010.00			
D 13	3	08/17/12	08/17/12	7-730pm	7-730pm		:30			NM	0	\$0.00
E 14	3	08/14/12	08/19/12	730-8pm	730-8pm		1:00			NM	1	\$1,110.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
561764 /	07890797

Contract Dates	Product	Estimate #
08/14/12 - 08/20/12	PRIORITIES USA	321/340/1520

Advertiser	Original Date / Revision
Priorities USA Action	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --W---- 1 \$1,110.00												
E 15	3	08/14/12	08/19/12	Late Night with David Letterman	1135pm-1235am		1:00			NM	1	\$470.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -T----- 1 \$470.00												
E 16	3	08/17/12	08/17/12	Late Late Show w/Craig Ferg	1237-135am		1:00			NM	1	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ----F-- 1 \$140.00												
D 17	3	08/20/12	08/20/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	0	\$0.00
E 18	3	08/18/12	08/18/12	730-8pm	730-8pm		1:00			NM	1	\$270.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S- 1 \$270.00												
D 19	3	08/18/12	08/18/12	Kickin' It	1135pm-1235xm		:30			NM	0	\$0.00
D 20	3	08/19/12	08/19/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
E 21	3	08/19/12	08/19/12	Newschannel 3 News	630-7pm		1:00			NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S 1 \$400.00												
E 22	3	08/19/12	08/19/12	1135pm-1205am	1135pm-1205am		1:00			NM	1	\$420.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S 1 \$420.00												
Totals											15	\$9,890.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	15	\$9,890.00	\$8,406.50
Totals	15	\$9,890.00	\$8,406.50

Signature: _____ Date: _____

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